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Dealerscope Merchandising

JANUARY 1989
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The Ma[illegible] Electronics and Major Appliance Retailing

POWER RETAILING

Who's favored to win—and lose—in '89

[illegible] Of The Elites

Shopping in America: What the Consumer Sees

[illegible] Superstores

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PERISCOPE

The Illusion of Competence

I HOPE you'll take special note of the series of articles in this issue we call "Shopping in America: What the Consumer Sees." In researching this story, our reporters found a shocking absence of knowledgeable retail salespeople; in chain stores, department stores, specialty shops and discount houses, we consistently came upon sales people poorly schooled in presenting product features and benefits and unable to answer the most basic questions.

In many "lotus land" stores, pricing and stacking of product on cartons have become the focus of retail activity, at the expense of customer service and product education.

The result? Too often, product that doesn't sell itself doesn't sell.

Or worse, it is sold by means of inaccurate or misleading statements.

Apparently, there are those in this industry who view the expectation of knowledgeable and helpful floor sales personnel as harkening back to the days of vacuum tubes and monophonic sound.

This is a dangerously short-sighted view. If the benefits—in higher sales and profits—of a properly trained staff are to be seized by those who deserve them, two things are necessary.

First, we recognize that retailing is a harshly competitive world, with CEOs constantly battling to cut costs. These same executives must realize that, for the long run, an effective education program is no less than the price necessary to survive.

The second need is for the proper tools to be given to dealers by manufacturers, distributors and manufacturer's reps, who, in the recent profit crunch, have allowed training programs to stagnate into a state of malnutrition. This must change. And quickly.

Murray Slovick

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January 1989
Volume 31, No.1

Dealerscope Merchandising

DEPARTMENTS
Periscope 3
Newswatch 8
Reader Service Cards 51, 111
New Products
Home Office 74
RTA Furniture 76
CES Intros 92
Minding the Store 79
Industry Perspectives 80
Market Trends
Blank Tape 84
Mobile Electronics 98
Electronics Merchandising 86
Entertainment Merchandising 94
Statwatch / People
Major Appliance 149
Ads That Work 142
Classified 150
Ad Index 152

Cover Honor Gallery
Gary Schwartz, page 50
Stan Bauer, page 84
Tibor Guthin, page 64
Irv Fulton, page 118
Chuck Fleischer, page 10
Bruce Donaldson, page 53
Randy Broweleit, page 56
George Dzan, page 84

Cover Photo/Don Tracy

Best Bets 14
How retailers will stack up in '89

Shopping in America 21
What the consumer sees

Al & Ed's 42
A retailer doer's profile

The Deadly Myth 46
Fast growth can sometimes kill

Weighing the Cost of Reps 50
A look at special group of salespeople

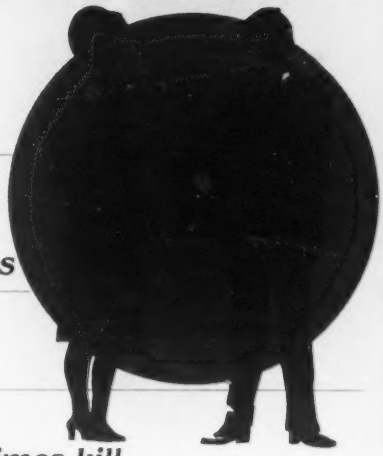
Video Games Roundtable 53
Hopeful signs the game shortage will ease

Home Office Retailing 60
Xerox leads new product avalanche

Consumer Electronics Year in Review 88
Looking toward a new prosperity

Major Appliance Merchandising 138
Flat outlook at home builder's show

Major Appliance Year in Review 144
Quiet times follow the turmoil



PEOPLE ON THE MOVE: Major Appliance

WCI appoints **W.G. (Greg) Bleakley** as senior VP human resources.

Bleakley

Hendrix

Thermador/Waste King names **Cap Hendrix** as VP of marketing. **David Simon** is appointed national sales manager and **David Dicken** western sales manager, commercial and wholesale disposers. President **Charles F. Farrell** will be the company's representative to AHAM now that Thermador has joined the major appliance division of the Association.

Dwight E. Stanfield is promoted to manager of corporate planning for Maytag.

Dacor appoints **Dan Moore** as director of sales and distribution.

Farrell

Stanfield

Frederick P. (Rick) Foltz becomes operations manager for Magic Chef.

Several Whirlpool Corp. executives are changing positions with the creation of Whirlpool International. **James K. Doan** becomes corporate controller; **Robert L. Mink** is named corporate legal officer and **Roger E. Merriam** is appointed director of the overseas group. **Robert E. Bartley** becomes staff VP and **Samuel M. Bateman** is named executive VP, international operations. Also, **Lawrence J. Kremer** becomes corporate VP of procurement and **Richard T. Litzinger** is appointed VP, Mexican operations.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
October, 1988

	October			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	4,177.9	4,274.4	– 2.3	41,232.4	42,268.8	– 2.5
COOKING - TOTAL	1,611.3	1,832.8	– 12.1	12,876.9	14,635.1	– 12.0
Electric Ranges — Total	301.6	307.4	– 1 9	2,652.8	2,806.3	– 5.5
Free Standing	238.8	248.3	– 3.8	2,125.1	2,260.4	– 6.0
Built-In	62.8	59.1	+ 6.3	527.7	545.9	– 3.3
Gas Ranges — Total	203.3	210.5	– 3.4	1,772.7	1,757.5	+ 0.9
Free Standing	192.9	198.6	– 2.9	1,667.6	1,657.4	+ 0.6
Built-In	10.3	12.0	– 14.2	105.1	100.1	+ 5.0
Microwave Ovens/Ranges***	1,123.2	1,334.4	– 15.8	8,602.9	10,227.5	– 15.9
HOME LAUNDRY — TOTAL	945.7	899.8	+ 5.1	9,079.3	8,950.8	+ 1.4
Automatic Washers	533.1	496.8	+ 7.3	5,242.5	5,075.0	+ 3.3
Dryers — Total	412.6	403.0	+ 2.4	3,836.9	3,875.9	– 1.0
Electric	319.2	310.0	+ 3.0	2,968.6	3,008.1	– 1.3
Gas	93.3	93.0	+ 0.3	868.2	867.7	+ 0.1
KITCHEN CLEAN UP — TOTAL	744.3	811.5	– 8.3	6,943.1	7,337.6	– 5.4
Disposers	387.2	436.9	– 11.4	3,509.0	3,787.7	– 7.4
Dishwashers — Total	335.7	355.0	– 5.4	3,234.1	3,364.8	– 3.9
Built-In	315.0	329.6	– 4.4	3,031.8	3,155.6	– 3.9
Portable	20.8	25.3	– 17.8	202.4	209.2	– 3.3
Compactors	21.3	19.5	+ 9.2	199.9	185.2	+ 7.9
FOOD PRESERVATION — TOTAL	735.1	638.6	+ 15.1	7,378.7	7,085.3	+ 4.1
Refrigerators	625.0	551.8	+ 13.3	6,223.3	6,003.9	+ 3.7
Freezers — Total	110.2	86.7	+ 27.1	1,155.4	1,081.3	+ 6.9
Chest	60.4	46.0	+ 31.3	621.2	592.4	+ 4.9
Upright	49.8	40.7	+ 22.4	534.3	488.9	+ 9.3
HOME COMFORT — TOTAL	141.6	91.8	+ 54.2	4,954.3	4,260.0	+ 16.3
Room Air Conditioners	129.4	83.6	+ 54.8	4,296.5	3,566.3	+ 20.5
Dehumidifiers	12.2	8.2	+ 48.8	657.8	693.7	– 5.2

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).